

What is claimed is:

1. A rewarding method corresponding to an object selection on a web page, comprising the steps of:

(a) designating a predetermined object to each of a plurality of web pages having respective uniform resource locators (URLs);

(b) causing a server to detect that a user of a user terminal unit has selected the object on one of the plurality of web pages having respective URLs;

(c) recording an event log correlating an identifier of the user, an identifier of the selected object, and an event that the object has been selected, when the server detects that the user of the user terminal unit has selected the object;

(d) determining whether or not the number of objects recorded in the event log exceeds a first predetermined value; and

(e) performing a rewarding process to reward the user when the determined result at the step (d) is Yes.

2. The rewarding method as set forth in claim 1,

wherein when the determined result at the step (d) is Yes, before performing the step (e), a quiz web page is displayed on the user terminal unit, and

wherein when the number of correct answers that the user have input

to the user terminal unit in response to the quizzes on said quiz web page is greater than a second predetermined value, the step (e) is performed.

3. The rewarding method as set forth in claim 1,

5 wherein a link object of a web page provided by the server is hyperlinked to any web page, URL of which contains a server name contained in the URL of one of the plurality of web pages which have the predetermined objects designated.

10 4. The rewarding method as set forth in claim 3,

wherein the link object is a banner.

5. The rewarding method as set forth in claim 1,

15 wherein the server names contained in the plurality of URLs are different from each other.

6. The rewarding method as set forth in claim 5,

20 wherein a web page that contains a server name contained in one of the plurality of URLs is hyperlinked to a web page that contains a server name contained in another URL.

7. The rewarding method as set forth in claim 1, further comprising

the steps of:

(f) transmitting the identifier of the user from the server to the user terminal unit; and

(g) causing the user terminal unit to store the identifier of the user,
5 wherein the step (b) is preceded by the steps (f) and (g), and
wherein when the user of the user terminal unit has selected an
object of a web page designated by one of the plurality of URLs, the user
terminal unit transmits the identifier of the user stored therein to the
server.

10 8. The rewarding method as set forth in claim 1, further comprising
the steps of:

(h) transmitting the identifier of the user from the server to the user
terminal unit; and

15 (i) causing the user terminal unit to display the identifier of the user,
wherein the step (b) is preceded by the steps (h) and (i), and
wherein when the user of the user terminal unit has selected an
object of a web page designated by one of the plurality of URLs, the user
terminal unit transmits the identifier of the user that has been input to the
20 terminal unit by the user to the server.

9. The rewarding method as set forth in claim 1,

wherein the user terminal unit is a WWW browser.

10. The rewarding method as set forth in claim 1,

5 wherein the rewarding process is a computer-implemented process for shipping a reward.

11. The rewarding method as set forth in claim 1,

10 wherein the rewarding process is a computer-implemented process for discounting an Internet connection fee.

12. The rewarding method as set forth in claim 1,

15 wherein host names in the URLs are WWW server names of advertisers.

13. The rewarding method as set forth in claim 1,

wherein the server is a WWW server.

14. The rewarding method as set forth in claim 13,

wherein the server is a WWW server of a portal site.

15. The rewarding method as set forth in claim 13,

wherein the server is a WWW server of a provider.

16. The rewarding method as set forth in one of claims 1,
wherein the object is one of a character string, a picture, or a symbol.

5 17. The rewarding method as set forth in claim 1,
wherein the object is an advertisement.

18. The rewarding method as set forth in claim 1, further
comprising the step of:

10 (j) totalizing the event log.

19. The rewarding method as set forth in claim 1,
wherein the event log is recorded to the server.

15 20. The rewarding method as set forth in claim 1,
wherein the event log is recorded to the user terminal unit.

21. The rewarding method as set forth in claim 20, further
comprising the step of:

20 (k) encrypting the event log recorded to the user terminal unit.

22. The rewarding method as set forth in claim 1, further

comprising the step of:

(l) transmitting user information from the user terminal unit to the server,

wherein the step (b) is preceded by the step (l).

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23. The rewarding method as set forth in claim 1,

wherein the step (e) includes the step of:

transmitting the user information from the user terminal unit to the server.

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24. The rewarding method as set forth in claim 1,

wherein the plurality of URLs are changed to one predetermined URL.

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25. A server, comprising:

recording means for recording an event log correlating the identifier of a user of a user terminal unit, an identifier of a selected object, and an event that the object has been selected when the user of the user terminal unit has selected one of predetermined objects on web pages designated with a plurality of predetermined uniform resource locators (URLs);

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first determining means for determining whether or not the number of objects recorded in the event log exceeds a predetermined value; and

rewarding means for performing a rewarding process to reward the user when the determined result of said first determining means is Yes.

26. The server as set forth in claim 25, further comprising:

5 means for transmitting a quiz web page to the user terminal unit, when the determined result of said first determining means is Yes; and second determining means for determining whether or not the number of correct answers among answers that have been transmitted from the user terminal unit as answers to the quizzes exceeds a second
10 predetermined value,

wherein when the determined result of said first determining means is Yes and the determined result of said second determined means is Yes, said rewarding means rewards the user.

15 27. The server as set forth in claim 25,

wherein a link object of a web page provided by the server is hyperlinked to any web page, URL of which contains a server name contained in any URL among the plurality of predetermined URLs.

20 28. The server as set forth in claim 27,

wherein the link object is a banner.

29. The server as set forth in claim 25, further comprising:
means for transmitting the identifier of the user to the user terminal
unit before said recording means operates.

5 30. The server as set forth in claim 25,
wherein said rewarding process is a computer-implemented process
for shipping a reward.

10 31. The server as set forth in claim 25,
wherein said rewarding process is a computer-implemented process
for discounting an Internet connection fee.

15 32. The server as set forth in one claim 25,
wherein the server is a WWW server.

33. The server as set forth in claim 32,
wherein the server is a WWW server of a portal site.

20 34. The server as set forth in claim 32,
wherein the server is a WWW server of a provider.

35. The server as set forth in claim 25,

wherein the object is one of a character string, a picture, or a symbol.

36. The server as set forth in claim 25,
wherein the object is an advertisement.

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37. The server as set forth in claim 25, further comprising:
means for totalizing the event log.

38. The server as set forth in claim 25,
further comprising:
a record medium for recording the event log.

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39. The server as set forth in claim 25, further comprising:
means for transmitting the event log to the user terminal unit.

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40. The server as set forth in claim 39, further comprising:
means for encrypting the event log that is transmitted to the user
terminal unit.

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41. The server as set forth in claims 25, further comprising:
means for transmitting a user information input web page for
inputting user information about the user to the user terminal unit;

means for receiving the user information that is input to the user information input web page from the user terminal unit; and

means for correlatively recording the received user information and the identifier of the user.